

ALAMEDA GOLF COMMISSION  
MINUTES OF MEETING

Wednesday, May 18, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Jane Sullwold, Commissioner Bill Schmitz and Commissioner Bob Wood. Absent: None. Also present was Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of April 20, 2005

The following correction was made to the minutes:  
Commissioner Bob Wood was absent and not present as stated.

The Commission approved the minutes unanimously with the aforementioned change.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Presentation on Front Entrance Beautification by Commissioner Wood.

Eight years ago Commissioner Wood constructed a model of a potential plan to redesign the front entrance to the Chuck Corica Golf Complex. The plan included renovation of the Fire Training Tower instead of removing the structure. The General Manager met with the Acting City Manager recently and the discussion concerned removing the tower. The Acting City Manager would like the structure removed and the cost absorbed by the Golf Complex. The question was raised why the Golf Complex is responsible for the price of the tower removal when the site has been utilized by the Fire Department. The redesign consists of removing or relocating many obstacles that are located in the area of the entrance. It was mentioned that there is a memorial flagpole and plaque

located at the site, which should not be removed. The model shows two semi circular walls at the entrance and additional foliage. The tower itself would be stripped of the fire escapes and the windows would be covered. The top of the tower would be peaked and possibly a clock tower installed. The tower would act as a landmark for the Golf Complex. Any additions to the structure would necessitate a structural assessment of the building. The problem with keeping the tower instead of tearing it down is that it would be costly and would serve no purpose other than aesthetics. The question was raised as to the cost of tearing the structure down versus renovating it. The General Manager has met with an environmental company to get an estimate on the cost of removal. Commissioner Wood will research the funds needed to perform a cost analysis for the renovation and retrofit of the structure. The Golf Commissioners agree that although the entry is in need of beautification, the main priority for the Golf Complex is the new clubhouse project and that is where their attention needs to be focused.

#### 4. ORAL REPORTS

##### 4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional welcomed the newly appointed Golf Commissioners, Ray Gaul, Jane Sullwold and Bill Schmitz. Chair Swanson suggested that a new division of labor for the Golf Commission monthly reports be done, taking into consideration the interest of the Commissioners. Commissioner Gaul requested that the City of Alameda's ordinance 2-9.4, regarding the Golf Commission's responsibilities be reviewed. The recommendation was made to place the item on the agenda. The Head Golf Professional reported that the Mif Albright Course has been aerated and work has begun on the new short game practice area at the Driving Range. The new Golf Commissioners should meet with the General Manager and take a tour of the site to better understand the plans. Staff has put together a maintenance schedule for the Driving Range to assure that repairs and cleaning are done. A new golf ball picker has been purchased and is working well. Staff is currently seeking quotes for the painting of the Driving Range buildings and the new Club Repair Shop has opened and is a success. Employee Shawn Shelby who formerly worked at the Alameda Golf Shop repairing clubs is running the shop. The demo clubs are being removed from the Pro Shop and placed at the Driving Range for customers to practice with on the range. The parking lot has been patched and is scheduled to be re-stripped in the next few weeks. The Commuter's Golf Tournament was a huge success and the players commented on the excellent shape of the courses. Many new volunteer marshals have been brought on and the new marshal coordinators, Mike Logan, Joe Crespin and Paul Mountain will be

working with staff to organize and train the new volunteers. Also mentioned was that the old Junior Golf Resources container on Clubhouse Memorial Road has been removed.

- 4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

Covered in the Head Golf Professional's report.

- 4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree ceremony is being held next weekend and mentioned that a number of trees on the right side of #13 on the Earl Fry Course are dying and need to be replaced. Mrs. Arnerich also thanked the players in the Commuter's Golf Tournament that donated their prize gift certificates to the Junior Golf Club.

## 5. COMMISSIONERS' REPORTS

- 5-A Long-Range Planning and Government Liaison, Chair Swanson.

Report previously discussed.

- 5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

Commissioner Gammell reported that security has been fine over the past month and the Driving Range is doing well. Also reported was that the redesign of the Mif Albright Course looks good.

- 5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

Vice Chair Santare reported that the two major Capital Improvement Projects (CIPs) are currently the Clubhouse project and the Urban Runoff project. Also reported was that the golf courses are in good shape with the exception of some dead areas of grass. The question was raised concerning the Ladies tee on #14 of the Earl Fry Course and where it is suppose to be. The Head Golf Professional stated that the tee is located at the very front of the tee area before the water feature. The complaint was that the tee is often on the other side of the water, in the area where the yellow (drop area) tees are.

- 5-D Golf Complex Financial Report

The total revenue from golf on the three (3) courses was down 22% for the

month of April 2005 as compared to April 2004, with play down by 35%. For fiscal year 2004-2005, play is down 20% and revenue from golf is down 11%, as compared to fiscal year 2003-2004. All ancillary services were below their revenue from last April with the exception of lessons. The Golf Complex showed a loss for the month of \$58,010 due to a three pay period month, which increased personnel expenditures by over \$100,000. The first ten months of fiscal year 2004/2005 show a loss of \$290,707. A contributing factor to this loss is the sixty-four (64) rain days to date compared to thirty-five (35) last year.

5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

Commissioner Wood reiterated to the new Golf Commissioners that he has taken the footprint of the Poplar Creek Golf Course and placed it on the Chuck Corica Golf Complex footprint and the design fits very well. The current buildings at the Complex are 10,500 square feet and the Poplar Creek design is 11,600 square feet, adding 1,100 square feet. The Poplar Creek banquet room is L-shaped and holds 169 patrons. The plans for the original Chuck Corica Golf Complex rebuild called for a larger capacity banquet room. It needs to be considered that if you change the plans that already exist there could be a significant cost, possibly outweighing the benefit of purchasing the plans. The City of Alameda is currently negotiating with the City of San Mateo on a price for the plans. The purchase of the plans was an idea to save money and get the project moving along. Financially to get the project done concessions may need to be made in the size of the banquet facility. The request was made to receive a report on the cost of the plans. The question was asked concerning the timeline for the project. The timeline is currently dependant on the new financial projections showing the debt that can be handled by the Complex. The previously compiled data is no longer accurate. The suggestion was made to have another joint work session with City Council prior to the approval recommendation.

5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None to report.

7. OLD BUSINESS

Chair Swanson reported that a responsorial letter to the Alameda Golf Club's letter of last month has been completed and asked that the Golf

Commissioners to review and approve it.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for April 2005 of \$10,169. The year-to-date total is \$123,661 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:58 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.